



## Information Update

### **Media Investment Banking Firm Cameron Thomson Group Ltd To Raise Growth Capital For HombreTV.com**

**Los Angeles, CA May 5, 2008** - Hombre Media, Inc., announced today that the media investment banking firm of Cameron Thomson Group Ltd is raising growth capital for the launch of HombreTV.com, the first bi-lingual multi-faceted Web site for Hispanic males.

HombreTV.com will be featuring a unique mixture of entertaining and informative content that will speak to Hispanic men from the many different and sometime complex perspectives that make up their community. HombreTV.com will also be offering a social-networking platform with a user-generated component, in addition to the leveraging and re-packaging of its content as a Video On Demand (VOD) channel. The Cameron Thomson Group will also be working with HombreTV.com in the areas of strategic and international business development, with an emphasis on sales, marketing and corporate finance.

Ronald W. Thomson, President of the Cameron Thomson Group, Ltd said, "We are pleased to be spearheading the raising of up to \$5.5 million in equity to fuel the growth requirements of HombreTV.com. Our goal is to source the funding for the launch of HombreTV's unique network and then assist them in the strategic world-wide growth and international development of the HombreTV brand. We believe strongly that HombreTV.com represents significant growth in the future and has very strong world-wide branding potential."

Dennis N. Richard, Chairman & CEO of Hombre Media, Inc., said, "We have always known that Hispanic men are underserved in the area of quality programming, and thus we have created HombreTV.com to fill that void. We are very pleased to be working with the Cameron Thomson Group as we now prepare to offer our special programming to Hispanic men, both here in the United States and to all of Latin America. We are also pleased to welcome Ron Thomson as a member of our Board of Directors. Ron's unique mixture of vision and leadership skills, combined with his many years as an innovator in the

media/entertainment and technology sectors is of enormous value to HombreTV.com."

#### **About Cameron Thomson Group, LTD**

Cameron Thomson Group, Ltd, is a business development company specializing in outsourced corporate finance, corporate development and sales and marketing solutions. CT's background in international media is extensive, particularly with respect to bringing leading edge businesses to market and in stimulating these companies toward higher success on international levels. With offices in Toronto, London and Milan, the Cameron Thomson Group, Ltd is a unique provider of corporate development and investment banking services to the media and technology industries.

For more information about Cameron Thomson Group, Ltd please contact Ronald W. Thomson at 416.350.5009 and at [rt@CameronThomson.com](mailto:rt@CameronThomson.com). Please visit [www.CameronThomson.com](http://www.CameronThomson.com).

#### **About HombreTV.com**

HombreTV.com is the first inter-active bi-lingual platform for Hispanic men featuring a wide-range of culturally relevant entertaining, informative and inspirational programming dedicated to serving the needs of the bi-lingual Hispanic male. Programming will feature a unique blend of original programming, exclusive boxing events, reality shows, how-to shows, contests, concerts, comedy and user-generated videos. In addition, HombreTV is developing a social networking platform that will give Hispanic men the opportunity to network at its Web site. HombreTV.com will also be offering a companion Video On Demand (VOD) service.

For more information, please call Brian Vermeire, Director of HombreTV General Operations at 323.316.8064, or email at [BrianV@HombreTV.com](mailto:BrianV@HombreTV.com). Please visit [www.HombreTV.com](http://www.HombreTV.com).